

Staff Satisfaction Surveys

January 2011



Have you kept up with your personal New Year's resolutions? While you focused on eating healthier or shopping smarter--did you also think about setting resolutions for your nursing home community? Does part of your strategic planning for 2011 include completing a staff satisfaction survey? If not, the beginning of a new year is a great time to consider incorporating this into your Quality Improvement (QI) program and implementing a process for staff satisfaction surveys.

Staff satisfaction surveys are an essential component to a comprehensive approach to staff retention. Did you know that research shows that the higher the staff satisfaction is, the better your client satisfaction is too (My Innerview 2009)? It's true—if your staff is satisfied, your residents and their families have a greater chance of being satisfied too. Stakeholder groups and government agencies are also taking notice of the positive correlation between staff satisfaction and consumer satisfaction by promoting the use of surveys to determine satisfaction level. Groups such as the **Advancing Excellence Campaign** are emphasizing the idea that staff satisfaction is a key indicator of an organization's commitment to quality.



R-TOP Tips in Making the Most of Your Surveys:

- 1. Select a survey with thoughtful consideration of your needs and resources.** Several proprietary surveys are available but not all companies offer the same services. Ask the company questions such as:
 - *What resources or instructions are provided to administer the survey?*
 - *What will be made available to your team to help analyze the survey results?*
 - *How much data is available to benchmark and compare your home's data? What kind of data is it?*
- 2. Have a clear and simple process for distribution and collection of the surveys.** This is also a good opportunity to convey the message that no results will be shared in an inappropriate fashion and that no retribution will be made as a result of their response. For respondents to be honest, they must feel comfortable and at ease. One way to achieve this is by using anonymous surveys.
- 3. Communicate the purpose and impact of the survey with employees.** In addition to understanding the process for completing the survey, employees need to know why you are doing this and what they can expect to occur as a result of the findings. If that is clearly understood, staff may be more willing to become involved.
- 4. Follow through with a plan.** It is very frustrating to take time out to share opinions and then see no impact or changes. Be deliberate and consistent about communicating what the results of the survey were, but also what steps are being taken to address areas where opportunities for improvement were found. In addition to the areas for improvement, remember to explain what steps you'll take to sustain the positive findings as well.
- 5. Actively involve others in the QI process.** Leadership and management that involve others in the entire process—from planning and distributing to evaluating the effectiveness of the changes—will have far greater success than those who do it alone. The PDSA cycle listed on page 15 of the Staff Stability Toolkit outlines how to best accomplish this.
- 6. Do not wait until exit interviews to learn that employees are dissatisfied with work!** While exit interviews can be a valuable resource—being proactive and seeking an understanding of staff experiences early on during daily rounds, staff meetings, and surveys can be greatly beneficial.



Along with conducting satisfaction surveys, remember that improving retention involves a variety of elements! Remember to refer to the [Staff Stability Toolkit](#) to develop and implement a comprehensive plan to improve retention.

Also, visit past RTOP Tips by going to www.primaris.org/rtop/tips Each tip is open to comments! Go online and share your thoughts today!

R-TOP Resources:

Take advantage of upcoming educational opportunities available right here in Missouri:

Staff Stability Workshop Series Presented by Primaris, MHCA, and MANHA

Register to attend this **FREE** three-part interactive workshop designed to assist homes in targeting staff turnover. Sessions are designed to cover a variety of strategies to implement practical and effective methods to promote retention. Dates/locations for 2011 include: Session 2: March 9 (Springfield); March 30 (Blue Springs); Session 3: April 6 (Springfield); April 27 (Blue Springs). **For registration information, specific content, and obtaining CEUs, please contact Alexis Roam at: aroam@primaris.org**

Missouri League for Nursing Workshop: Staff Retention and Development Strategies

To assist long-term care managers in developing a better understanding of their departmental workforce needs, this workshop will set the stage for success by exploring effective tactics to retain quality employees. Along with discussing the impact of retention on person-centered care, the workshop will help attendees develop and evaluate retention plans and strategies as well as dive into management practices that support staff stability. Dates/locations include: April 29/STL, June 2/Osage Beach, June 3/KC, June 16/Poplar Bluff, and June 17/Cape Girardeau. **For registration information, please visit: <http://www.mlmonursing.org/One-Day%20Workshops>.**

MU Enhanced Leadership Academy

A Certificate Program offered by Columbia's MU Sinclair School of Nursing features an innovated, evidence-based curriculum for RNs in LTC. Focusing on improving retention, this program helps prepare leaders who can create and sustain improvement by strengthening the RN-NHA relationship. Tuition assistance has been made available for participants of the Academy through a Department of Health and Senior Services Grant. \$350.00 is available for RNs and \$150.00 is available for NHAs on a first come first serve basis. We encourage you to enroll quickly as space and funds are limited. **For registration information, please contact Alexis Roam at aroam@primaris.org or visit: <http://nursingoutreach.missouri.edu/leadership1011.htm>**

For more information, contact a MO LANE Planning Committee Member:

Department of Health & Senior Services • Primaris • State LTC Ombudsman • MCS • Missouri League for Nursing • Missouri Center for Patient Safety • QIPMO • Missouri Association of Homes for the Aging • Missouri Association of Nursing Home Administrators • Missouri Health Care Association • Missouri Board of Nursing Home Administrators • AMDA • National Association of Health Care Assistants • Missouri Pain Initiative • Heartland Kidney Network • Missouri Hospice and Palliative Care Association

